



# Data Visualization Project

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Data Science Bootcamp

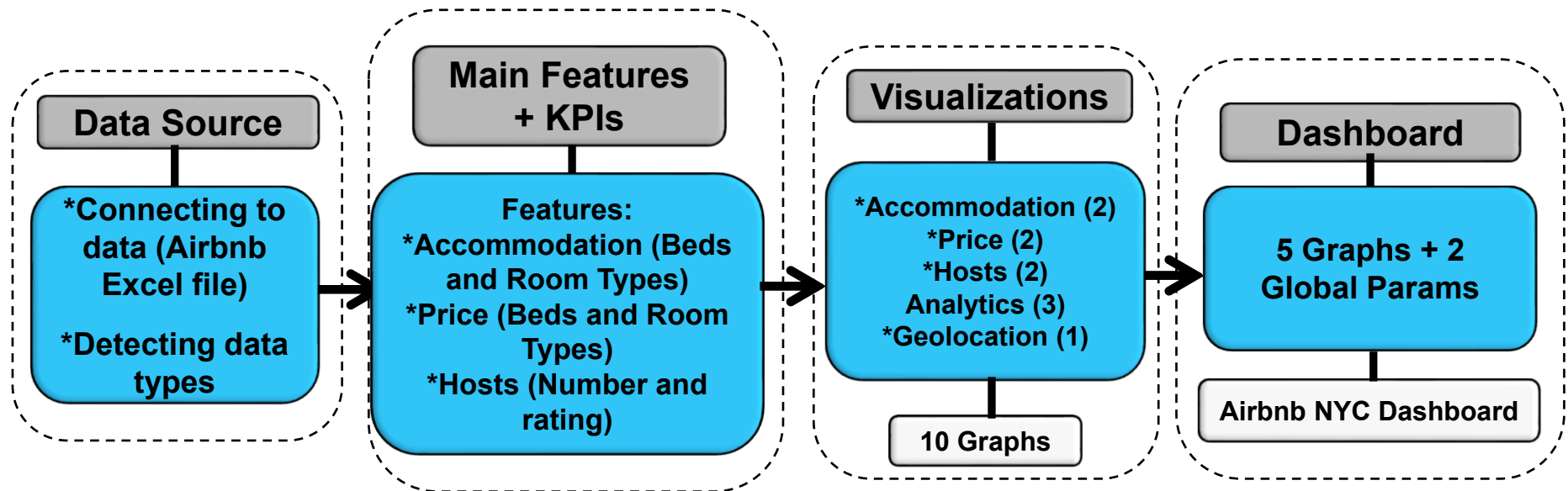
# AGENDA

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- ▶ 1. Project Flow Structure
- ▶ 2. Results
- ▶ 3. Biggest Challenges

# 1. PROJECT FLOW STRUCTURE

## *Project Topic: Option 2 - Airbnb*



## 2. RESULTS

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### Questions

#### ***Price:***

- What is the average price per room type and per bed across the neighborhoods in New York?

#### ***Accommodation:***

- What is the availability in terms of number of beds and room types across the neighborhoods in New York?

#### ***Hosts:***

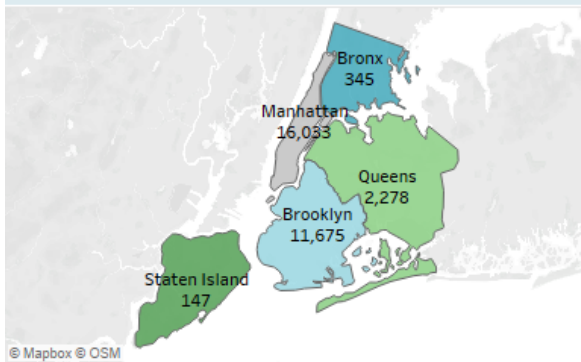
- What is the number of Airbnb hosts in the different neighborhoods of New York that joined the company from 2008 to 2015?
- What is the top Airbnb most reliable hosts? (For reliability it was considered the better the higher amount of reviews in conjunction with the higher average review score rating).

## 2. RESULTS

### Dashboard Airbnb - New York City



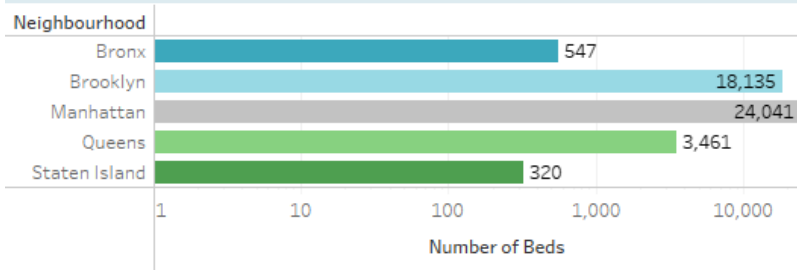
#### Number of Hosts - NYC



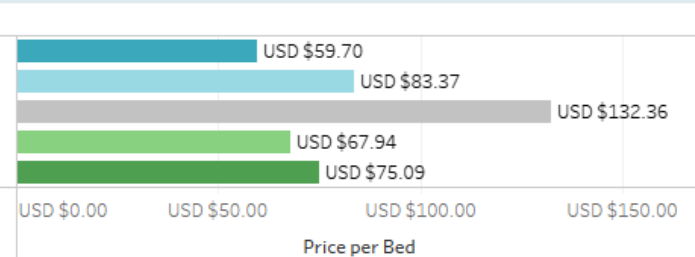
#### Number of Room Types

Room Type	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Entire home/apt	92	5,695	10,267	907	63
Private room	226	5,724	5,329	1,249	81
Shared room	27	256	437	122	3

#### Number of Beds



#### Average Price of Bed



# 3. CHALLENGES

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- The data available restricted the possibility of defining better KPIs for the Airbnb business case like: Occupancy rate, Average daily rate, Average length of stay, Revenue per available room, Net operation income, among others.
- Restrictions of the Tableau public version to save files and use some tools.
- Presence of nulls and data with the wrong format (Ex. Neighborhoods column).

## ***Having additional time:***

- I would enrich the data source in order to be able to calculate the KPIs that are commonly used in the Airbnb business (Occupancy rate, Average daily rate, Average length of stay, Revenue per available room, Net operation income, among others).



**THANK YOU**

